

CLAIMS

1. A method to facilitate exchange of content among entities during a real-time communications session over a network, said method comprising the steps of:

dynamically generating a plurality of links to content information for a sender user;

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responsive to selection of a link of said plurality of links, communicating said link and associated metadata information to at least one recipient user engaged in said real-time communication session with said sender user.

10 2. The method according to Claim 1, further comprising the steps of:

presenting a user list to said sender user to enable selection of said at least one recipient user, said user list containing said at least one recipient user; and

receiving said selection of said at least one recipient user and a request to initiate said real-time communication session.

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3. The method according to Claim 2, wherein, prior to said selection of said at least one recipient user, said at least one recipient user is available to participate in said real-time communication session.

20 4. The method according to Claim 1, wherein said generating further comprises the steps of:

receiving a request for said content information from said sender user;

retrieving user-generated content preferences and user-generated media presets associated with said sender user from a user database; and

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generating said plurality of links based on said user-generated content preferences, said user-generated media presets, and other content recommendations.

5. The method according to Claim 1, further comprising the steps of:
presenting said plurality of links in a content window to enable selection of said link by said sender user.

5 6. The method according to Claim 1, wherein said communicating further comprises the steps of:
inserting said link and said associated metadata in a real-time message displayed in a message window for said sender user; and
transmitting said real-time message to said at least one recipient user.

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7. The method according to Claim 1, wherein said real-time communication session is an instant messaging communication session.

8. The method according to Claim 1, wherein said associated metadata information
15 includes data pertaining to said content information to enable said at least one recipient user to review said data and to make a decision whether to accept or decline said content information.

9. The method according to Claim 1, further comprising the steps of:
20 transmitting said content information to said sender user; and
responsive to a request to communicate said content information to said at least one recipient user, generating a content link to said transmitted content information and communicating said content link and associated metadata information to said at least one recipient user.

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10. The method according to Claim 2, wherein said presenting further comprises the steps of:
locating said at least one recipient user available to participate in said real-time communication session in said user database; and

retrieving said at least one recipient user to generate said user list.

11. A method to facilitate content sharing among entities during a real-time communications session over a network, said method comprising the steps of:

5 facilitating selection of a link to content information from a plurality of links displayed for a sender user in a content window; and

 facilitating real-time communication of said link and associated metadata information to at least one recipient user engaged in said real-time communication session with said sender user.

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12. The method according to Claim 11, further comprising the steps of:

 presenting a user list containing said at least one recipient user to said sender user; and

 facilitating selection of said at least one recipient user from said user list.

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13. The method according to Claim 12, wherein, prior to said selection of said at least one recipient user, said at least one recipient user is available to participate in said real-time communication session.

20 14. The method according to Claim 11, wherein said real-time communication session is an instant messaging communication session.

15. The method according to Claim 11, further comprising the steps of:

 facilitating initiation of said real-time communication session; and

25 presenting a user interface area containing a real-time message window to said sender user.

16. The method according to Claim 15, further comprising the steps of:

 facilitating selection of a content sharing button in said user interface area; and

responsive to said selection, dynamically generating said plurality of links based on user-generated content preferences, user-generated media presets, and other content recommendations.

- 5 17. The method according to Claim 16, wherein generating said plurality of links further comprises the steps of:

 receiving a request for said content information from said sender user; and
 retrieving said user-generated content preferences and said user-generated media presets associated with said sender user from a user database.

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18. The method according to Claim 11, wherein said associated metadata information includes data pertaining to said content information to enable said at least one recipient user to review said data and to make a decision whether to accept or decline said content information.

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19. The method according to Claim 12, wherein presenting said user list further comprises the steps of:

 locating said at least one recipient user available to participate in said real-time communication session in a user database; and

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 retrieving said at least one recipient user to generate said user list.

20. The method according to Claim 11, further comprising the steps of:

 facilitating access to said content information by said sender user; and

 responsive to said sender user accessing said content information, facilitating

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transmission of a request to communicate said content information to said at least one recipient user.

21. A machine-readable medium containing executable instructions, which, when executed in a processing system, cause said processing system to perform a method

to facilitate exchange of content among entities during a real-time communications session over a network, said method comprising the steps of:

dynamically generating a plurality of links to content information for a sender user;
and

5 responsive to selection of a link of said plurality of links, communicating said link and associated metadata information to at least one recipient user engaged in said real-time communication session with said sender user.

22. The machine-readable medium according to Claim 21, wherein said method
10 further comprises the steps of:

presenting a user list to said sender user to enable selection of said at least one recipient user, said user list containing said at least one recipient user; and

receiving said selection of said at least one recipient user and a request to initiate said real-time communication session.

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23. The machine-readable medium according to Claim 22, wherein, prior to said selection of said at least one recipient user, said at least one recipient user is available to participate in said real-time communication session.

20 24. The machine-readable medium according to Claim 21, wherein said generating further comprises the steps of:

receiving a request for said content information from said sender user;

retrieving user-generated content preferences and user-generated media presets associated with said sender user from a user database; and

25 generating said plurality of links based on said user-generated content preferences, said user-generated media presets, and other content recommendations.

25. The machine-readable medium according to Claim 21, wherein said method further comprises the steps of:

presenting said plurality of links in a content window to enable selection of said link by said sender user.

26. The machine-readable medium according to Claim 21, wherein said

5 communicating further comprises the steps of:

inserting said link and said associated metadata in a real-time message displayed in a message window for said sender user; and

transmitting said real-time message to said at least one recipient user.

10 27. The machine-readable medium according to Claim 21, wherein said real-time communication session is an instant messaging communication session.

28. The machine-readable medium according to Claim 21, wherein said associated metadata information includes data pertaining to said content information to enable said at
15 least one recipient user to review said data and to make a decision whether to accept or decline said content information.

29. The machine-readable medium according to Claim 21, wherein said method further comprises the steps of:

20 transmitting said content information to said sender user; and

responsive to a request to communicate said content information to said at least one recipient user, generating a content link to said transmitted content information, and communicating said content link and associated metadata information to said at least one recipient user.

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30. The machine-readable medium according to Claim 22, wherein said presenting further comprises the steps of:

locating said at least one recipient user available to participate in said real-time communication session in said user database; and

retrieving said at least one recipient user to generate said user list.

31. A machine-readable medium containing executable instructions, which, when executed in a processing system, cause said processing system to perform a method to facilitate exchange of content among entities during a real-time communications session over a network, said method comprising the steps of:

facilitating selection of a link to content information from a plurality of links displayed for a sender user in a content window; and

facilitating real-time communication of said link and associated metadata information to at least one recipient user engaged in said real-time communication session with said sender user.

32. The machine-readable medium according to Claim 31, wherein said method further comprises the steps of:

presenting a user list containing said at least one recipient user to said sender user; and

facilitating selection of said at least one recipient user from said user list.

33. The machine-readable medium according to Claim 32, wherein, prior to said selection of said at least one recipient user, said at least one recipient user is available to participate in said real-time communication session.

34. The machine-readable medium according to Claim 31, wherein said real-time communication session is an instant messaging communication session.

35. The machine-readable medium according to Claim 31, wherein said method further comprises the steps of:

facilitating initiation of said real-time communication session; and

presenting a user interface area containing a real-time message window to said sender user.

36. The machine-readable medium according to Claim 35, wherein said method

5 further comprises the steps of:

facilitating selection of a content sharing button in said user interface area; and

responsive to said selection, dynamically generating said plurality of links based on user-generated content preferences, user-generated media presets, and other content recommendations.

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37. The machine-readable medium according to Claim 36, wherein generating said plurality of links further comprises the steps of:

receiving a request for said content information from said sender user; and

retrieving said user-generated content preferences and said user-generated

15 media presets associated with said sender user from a user database.

38. The machine-readable medium according to Claim 31, wherein said associated metadata information includes data pertaining to said content information to enable said at least one recipient user to review said data and to make a decision whether to accept or decline said content information.

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39. The machine-readable medium according to Claim 32, wherein presenting said user list further comprises the steps of:

locating said at least one recipient user available to participate in said real-time

25 communication session in a user database; and

retrieving said at least one recipient user to generate said user list.

40. The machine-readable medium according to Claim 31, further comprising the steps of:

facilitating access to said content information by said sender user; and
responsive to said sender user accessing said content information, facilitating
transmission of a request to communicate said content information to said at least one
recipient user.

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41. A system to facilitate exchange of content among entities during a real-time
communications session over a network, said system comprising:

means for dynamically generating a plurality of links to content information for a
sender user; and

10 responsive to selection of a link of said plurality of links, means for communicating
said link and associated metadata information to at least one recipient user engaged in
said real-time communication session with said sender user.

42. The system according to Claim 41, further comprising:

15 means for receiving a request for said content information from said sender user;
means for retrieving user-generated content preferences and user-generated
media presets associated with said sender user from a user database; and

means for generating said plurality of links based on said user-generated content
preferences, said user-generated media presets, and other content recommendations.

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43. A system to facilitate content sharing among entities during a real-time
communications session over a network, said system comprising:

means for facilitating selection of a link to content information from a plurality of links
displayed for a sender user in a content window; and

25 means for facilitating real-time communication of said link and associated metadata
information to at least one recipient user engaged in said real-time communication
session with said sender user.

44. The system according to Claim 43, further comprising:

means for facilitating initiation of said real-time communication session; and
means for presenting a user interface area containing a real-time message
window to said sender user.

5 45. The system according to Claim 44, further comprising:

means for facilitating selection of a content sharing button in said user interface
area; and

responsive to said selection, means for dynamically generating said plurality of
links based on user-generated content preferences, user-generated media presets, and
10 other content recommendations.

46. A system to facilitate content sharing among entities during a real-time
communications session over a network, said system comprising:

at least one processing server to generate dynamically a plurality of links to
15 content information for a sender user; and

at least one communications server coupled to said at least one processing
server to communicate said link and associated metadata information to at least one
recipient user engaged in said real-time communication session with said sender user, in
response to selection of a link of said plurality of links.

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47. The system according to Claim 46, wherein said at least one communications
server further presents a user list to said sender user to enable selection of said at least
one recipient user, said user list containing said at least one recipient user, and receives
said selection of said at least one recipient user and a request to initiate said real-time
25 communication session.

48. The system according to Claim 47, wherein, prior to said selection of said at least
one recipient user, said at least one recipient user is available to participate in said real-
time communication session.

49. The system according to Claim 46, wherein said at least one processing server further:

receives a request for said content information from said sender user;

5 retrieves user-generated content preferences and user-generated media presets associated with said sender user from a user database; and

generates said plurality of links based on said user-generated content preferences, said user-generated media presets, and other content recommendations.

10 50. The system according to Claim 46, wherein said at least one communications server further presents said plurality of links in a content window to enable selection of said link by said sender user.

51. The system according to Claim 46, wherein said at least one processing server
15 further inserts said link and said associated metadata in a real-time message displayed in a message window for said sender user, and said at least one communications server further transmits said real-time message to said at least one recipient user.

52. The system according to Claim 46, wherein said real-time communication session
20 is an instant messaging communication session.

53. The system according to Claim 46, wherein said associated metadata information includes data pertaining to said content information to enable said at least one recipient user to review said data and to make a decision whether to accept or decline said
25 content information.

54. The system according to Claim 46, wherein said at least one communications server further transmits said content information to said sender user, responsive to a request to communicate said content information to said at least one recipient user, said

at least one processing server further generates a content link to said transmitted content information, and said at least one communications server further communicates said content link and associated metadata information to said at least one recipient user.

- 5 55. The system according to Claim 47, wherein said at least one processing server further locates said at least one recipient user available to participate in said real-time communication session in said user database, and retrieves said at least one recipient user to generate said user list.